



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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City of Menifee Economic Development Department and Menifee Valley Chamber of Commerce Recognize May as Small Business Month

MENIFEE, CA— In an added effort to show support to small businesses, the City of Menifee’s Economic Development Department and the Menifee Valley Chamber of Commerce, together are recognizing the entire month of May as “Small Business Month.” Traditionally, the National Week for Small Businesses is the first week in May; however, they collectively felt one week was just not enough. The duo would like to encourage residents to support small local businesses, as they continue to face immense challenges brought on by COVID-19.

Currently, there are 30.2 billion small businesses in the United States, which account for 99.9% of all businesses. These small businesses make up 55% of the American workforce, and 57% of them rely on personal savings to start off. The City and Chamber recognize this entrepreneurial spirit within the community, and honor all small businesses and entrepreneurs who play a pivotal role in strengthening the local economy- and as Menifee matures assists with its diversification.

In response to the Coronavirus (COVID-19) pandemic, the City has created a carve-out for Economic Development policies and programs. As part of the business relief program, the City’s Economic Development Department has rolled-out a NEW Rewards Program, #MeniFREEwards, to encourage patrons to Shop Local in Menifee, and support Menifee’s local eateries who have been hit financially hard by the pandemic. When a patron orders take-out or delivery from a Menifee eatery, and they “share” it on Facebook, the Menifee Economic Development Department will reward 20 winners DAILY with a \$10 MeniFREEward for every \$10 spent on each order. (\$30 max reward each). For more information, please visit <https://www.menifeebusiness.com/rewards/>.

To show additional business support, the Economic Development Department within the City of Menifee has published a website “menifeebusiness.com” dedicated to all business improvement, growth, expansion, retention, and attraction needs, as well as a “Entrepreneur, Start-up and Small Business Resource Guide” with information and resources for small business needs, including how to start a business, checklists, and contacts for all your business needs.

The Economic Development Department and Chamber of Commerce also have created a “Menifee CARES” webpage, as part of the City’s Recovery Resource Initiative which includes a Business Resource Toolkit with a variety of resources to help assist small businesses during COVID-19. For more information, please visit <https://www.menifeebusiness.com/menifee-cares/>.

Additionally, through the City’s Building Better Businesses (B3) program, a partnership with the Inland Empire Small Business Development Center (SBDC) provides additional resource assistance to



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small businesses affected by COVID-19. Furthermore, SBDC Virtual business consulting sessions are available at no cost, and have been made available Monday through Friday, as well as daily virtual webinars at 3pm as it relates to their business needs during the COVID-19 pandemic, and the opportunity to ask the SBDC any additional questions or advice. The SBDC strives to provide solutions and opportunities for all small businesses to become successful, and their hope is to be the go-to resource for all small business-related information. For more information, please visit <https://inlandempiresbdc.org/>, or call the Chamber of Commerce at (951-672-1991) or email the City Economic Development Department at econdev@cityofmenifee.us.

SMALL BUSINESS SUPPORT SIGNS

As part of the overall Small Business Month celebration, the City's Economic Development Department and Menifee Valley Chamber of Commerce, together, have created yard signs reading "I Support Menifee Businesses #ShopLocal" as a way to raise awareness of showing support of small businesses and shopping local. The signs are available on a first come first serve basis starting Monday May 18, and are available for pick up at the Chamber office located at 29737 New Hub Dr #102, Menifee, CA 92586. For more information regarding how to pick up your own sign, please contact the Menifee Valley Chamber of Commerce at (951)672-1991 or email tony@menifeevalleychamber.com, or the Economic Development Department at econdev@cityofmenifee.us.

For more information regarding small business support and resources within the City of Menifee, please visit www.menifeebusiness.com or www.menifeevalleychamber.com or send any additional business related questions to EconDev@cityofmenifee.us.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 97,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*